



Curriculum Plan: Business Studies



Year Group	Autumn 1 - 8 weeks	Autumn 2 - 7 weeks	Spring 1 - 6 weeks	Spring 2 - 6 weeks	Summer 1 - 5 weeks	Summer 2 - 7 weeks
10 Enterprise and Marketing 2024 onwards	Market Research <ul style="list-style-type: none"> Risks & rewards Being an entrepreneur Market research 	The Marketing Mix <ul style="list-style-type: none"> Product Pricing Promotion Place 	What makes a product financially viable <ul style="list-style-type: none"> Revenue Costs Profit 	What makes a product financially viable <ul style="list-style-type: none"> Cash flow Break Even 	Factors to consider when starting up <ul style="list-style-type: none"> Business Forms Sources of Finance 	Develop a brand identity <ul style="list-style-type: none"> What makes a brand Why is branding used
11 Business Studies GCSE ending 2025	<u>Theme 2</u> <ul style="list-style-type: none"> Making marketing decisions 	<u>Theme 2</u> <ul style="list-style-type: none"> Making operational decisions 	<u>Theme 2</u> <ul style="list-style-type: none"> Making financial decisions 	<u>Theme 2</u> <ul style="list-style-type: none"> Making human resource decisions 	<u>Revision</u> <ul style="list-style-type: none"> Exam Revision Assessment 	<u>Exams</u>

12 Business A Level	<u>Theme 1: Marketing and people</u> <ul style="list-style-type: none"> • Meeting customer needs • The market • Marketing mix and strategy 	<u>Theme 1: Marketing and people</u> <ul style="list-style-type: none"> • The market • Marketing mix and strategy <u>Theme 1: Marketing and people</u> <ul style="list-style-type: none"> • Managing people 	<u>Theme 1: Marketing and people</u> <ul style="list-style-type: none"> • Entrepreneurs and leaders <u>Theme 2: Managing business activities</u> <ul style="list-style-type: none"> • Raising finance 	<u>Theme 2: Managing business activities</u> <ul style="list-style-type: none"> • Managing finance • Financial planning <u>Theme 2: Managing business activities</u> <ul style="list-style-type: none"> • Financial planning 	<u>Theme 2: Managing business activities</u> <ul style="list-style-type: none"> • Resource management • Managing finance 	<u>Theme 2: Business decisions and strategy</u> <ul style="list-style-type: none"> • External influences
13 Business A Level	<u>Theme 3: Business decisions and strategy</u> <ul style="list-style-type: none"> • Business objectives and strategy • Business growth • Influences on business decisions 	<u>Theme 3: Business decisions and strategy</u> <ul style="list-style-type: none"> • Assessing competitiveness • Decision making techniques. 	<u>Theme 3: Business decisions and strategy</u> <ul style="list-style-type: none"> • Managing change Theme 4: Global business <ul style="list-style-type: none"> • Globalisation • Global markets and business expansion 	<u>Theme 4: Global business</u> <ul style="list-style-type: none"> • Globalisation • Global markets and business expansions • Global industries and companies (MNC's). 	<u>Exam Revision</u> <ul style="list-style-type: none"> • Past papers • Pre-release case study practice papers • Numerical skills 	<u>Exams</u>